

Message Text

UNCLASSIFIED

PAGE 01 COPENH 04403 251522Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----066951 251926Z /45
R 251445Z JUL 77
FM AMEMBASSY COPENHAGEN
TO SECSTATE WASHDC 4815

UNCLAS COPENHAGEN 4403

E.O.: 11652: N/A
TAGS: BEXP, DA
SUBJ: AMERICA WEEK PROMOTION

1. EMBASSY HAS JUST HAD INITIAL DISCUSSIONS WITH ILLUM'S
DEPARTMENT STORE WHICH IS CONSIDERING AMERICA WEEK PROMO-
TION IN SPRING OF 1978. INITIAL CONSIDERATION IS BEING GIVEN
TO PROMOTION OF OUTDOOR FURNITURE AND RELATED (E.G. BARBECUE)
EQUIPMENT AS WELL AS LEISURE WEAR.

2. ACTION REQUESTED:

A. PLEASE ADVISE WHETHER COMMERCE FUNDS (UP TO DOLS. 25,000
WOULD BE AVAILABLE FOR AMERICA WEEK PROMOTION IN QUESTION.

B. WE WOULD APPRECIATE LIST OF PRODUCTS WHICH HAVE BEEN
SUCCESSFULLY PROMOTED OVER THE PAST YEAR IN WESTERN EUROPEAN
AMERICA WEEKS.

C. AN INDICATION OF AMERICA WEEK THEMES CURRENTLY BEING USED
OR PLANNED ALSO WOULD BE OF CONSIDERABLE INTEREST.
DEAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
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Sent Date: 25-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Subject: AMERICA WEEK PROMOTION
TAGS: BEXP, DA
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